

SALES BUDGET OF UNILEVER LIMITED

By

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RECOMMENDATION

This is to certify that the Thesis

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has been prepared as approved by this Department in the prescribed format of the Faculty of Management. This thesis is forwarded for examination.

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DECLARATION

I hereby declare that the work reported in this thesis entitled “**SALES BUDGET OF UNILEVER LIMITED**” submitted to Office of the Dean, Faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirement for the Master’s Degree in Business Study (M.B.S.) under the supervision of **Kapil Khanal** and **Shankar Raj Joshi** of Shanker Dev Campus.

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ABBREVIATION

ACA	-	Annapurna Conservation Area
ALEST	-	Association of Scientist Experts In Tourism
AOAN	-	Airlines Operator Association of Nepal
Arpanet	-	Advanced Research Project Agency Network
BARN	-	Board of Airline Representatives of Nepal
BBC	-	British Board Casting Corporation
C.M	-	Contribution margin
CNN	-	Cable News Network
CV	-	Cofficant of venance
CVP	-	Cost volue profit
CVP	-	Cost volue profit
DYN	-	Destination Nepal Year
EOQ	-	Economic order Quantity
FC	-	Fixed cost
FFAN	-	Freight Forwarders Association of Nepal
FNCCI	-	Federation of Nepalese Chamber of Commerce and Industry
FOREX	-	Foreign Exchange
GDP	-	Gross Domestic Product
HAN	-	Hotel Association of Nepal
HMG	-	His Majesty Government
HMTTC	-	Hotel Management and Tourism Training Center
HRA	-	Himalayan Rescue Association
LNP	-	Lantang National Park
LTD	-	Limited
MARKETING	-	Electronic Marketing
MOTCA	-	Ministry of Tourism and Civil Aviation

NARA	-	Nepal Association of Rafting Agents
NATA	-	Nepal Association of Travel Agents
NATO	-	Nepal Association of Tour Operators
NEAT	-	Nepal Entrepreneurs Association of Tourism
NMA	-	Nepal Mountaineering Association
NSHAN	-	Non-Star Hotel Association of Nepal
NTB	-	Nepal Tourism Board Organization
PATA	-	Pacific Asia Travel Association
PE	-	profitable erdit
PPC	-	Profit planning & control
PV	-	Profit volue
REBAN	-	Restaurant and Bar Association of Nepal
S&D	-	Selling & Distribution
SD	-	Standard Diviation
SNP	-	Sagarmatha National Park
TAAN	-	Trekking Agents Association of Nepal
TTDC	-	Thamel Tourism Development Committee
TURGAN	-	Tourist Guide Association of Nepal
ULL	-	Unilever Limited
UNESCO	-	United Nations Educational, Scientific and Cultural
VDC	-	Village Development Committee
VNY	-	Visit Nepal Year
WTO	-	World Trade Organization